

- **Convincing the potential client of the company's long-term commitment to the Indonesian market and price-competitiveness are of primary importance to a successful business strategy**

Bidding procedures for both private and externally aided projects generally follow world standards for the field of remote sensing. *Winning* a tender offer in Indonesia is likely to involve considerable investment in time, energy, and money. Convincing the potential client of the company's *long-term commitment* to the Indonesian market and *price-competitiveness* are of primary importance to a successful business strategy.

- **Personal rapport is all-important in Indonesia**

To the maximum extent possible, this means launching a steady stream of visits to potential customers—including Executing Agencies (BAKOSURTANAL, LAPAN) and those with an oversight role in the tendering process (BAPPENAS, BPPT). Since personal rapport is all-important in Indonesia, the same personnel should be used throughout the process. A firm may want to consider undertaking small and marginally profitable work initially in order to gain a better understanding of the market and to heighten its profile. Similarly, firms should always be on the lookout for subcontracting opportunities.

- **BAPPENAS publishes a annual summary of ongoing development projects**

The National Development Planning Board (BAPPENAS) publishes a annual summary of ongoing development projects, List of Projects and Technical Assistance Proposals (commonly referred to as the Blue Book). This publication is especially important because the projects listed therein are often financed on concessional terms outside the competitive procurement process.

Additionally, contracts pertaining to the remote sensing sector are listed in ADB Business Opportunities: Proposed Projects, Procurement Notices and Contract Awards and the World Bank's International Business Opportunities Service.

A procedure known as "parallel procurement" is fairly common in Indonesia. Under this system, Government of Indonesia tendering regulations are used for certain procurements associated with projects funded by multilateral lender agencies. Thus, an understanding of the tendering procedures of international organizations that fund the majority of remote sensing projects is important.